

PROGRAMME SPECIFICATION

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Award titles

Programme Title(s)

MSc International Business Management

MSc International Business and Finance Management

MSc International Marketing Management

MSc International Hospitality and Tourism Management

MSc International Health Services Management

MSc International Human Resource Management

MSc International Business and Data Analytics Management

MSc International Business and Supply Chain Management

MSc International Business Management with Advanced Practice

MSc International Business and Finance Management with Advanced Practice

MSc International Marketing Management with Advanced Practice

MSc International Hospitality and Tourism Management with Advanced Practice

MSc International Health Services Management with Advanced Practice

MSc International Human Resource Management with Advanced Practice

MSc International Business and Data Analytics Management with Advanced Practice

MSc International Business and Supply Chain Management with Advanced Practice

Internal Programme Title(s) (if different to the title on the certificate)

Programme to be included in Graduation Ceremonies

Yes

Delivery period

January 2023 – January 2027

Intake points

September, January, June

Regulatory details

Regulatory details
Awarding body
Glyndŵr University
Programme delivered by
Wrexham Glyndwr University

Location of delivery
Plas Coch Campus, Wrexham
Faculty/Department
Faculty of Social and Life Sciences North Wales Business School
Exit awards available
<p><i>PG Diploma International Business Management</i> <i>PG Diploma International Business and Finance Management</i> <i>PG Diploma International Hospitality and Tourism Management</i> <i>PG Diploma International Marketing Management</i> <i>PG Diploma International Health Services Management</i> <i>PG Diploma International Human Resource Management</i> <i>PG Diploma International Business and Data Analytics Management</i> <i>PG Diploma International Business and Supply Chain Management</i></p> <p><i>PG Certificate in Management</i></p> <p><i>Advanced Practice Route:</i></p> <p><i>PG Diploma International Business Management with Advanced Practice</i> <i>PG Diploma International Business and Finance Management with Advanced Practice</i> <i>PG Diploma International Hospitality and Tourism Management with Advanced Practice</i> <i>PG Diploma International Marketing Management with Advanced Practice</i> <i>PG Diploma International Health Services Management with Advanced Practice</i> <i>PG Diploma International Human Resource Management with Advanced Practice</i> <i>PG Diploma International Business and Data Analytics Management with Advanced Practice</i> <i>PG Diploma International Business and Supply Chain Management with Advanced Practice</i></p> <p><i>PG Certificate in Management</i></p>
Professional, Statutory or Regulatory Body (PSRB) accreditation
None
This information is correct at the time of validation, please refer to the PSRB register for current accreditation status.
Please add details of any conditions that may affect accreditation (e.g. is it dependent on choices made by a student?) e.g. completion of placement.
N/A
HECoS codes
100080
UCAS code
NA
Relevant QAA subject benchmark statement/s
<i>Masters' Degree in Business and Management (June 2015)</i>

https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-and-management-15.pdf?sfvrsn=1997f681_16

Mode of study

Plas Coch campus delivery - Full and Part Time on campus (unless otherwise indicated).

Normal length of study for each mode of study

Standard route:
Full-time – 12 months
Part-time – 36 months

Advanced Practice route:
Full-time – 20 months
Part-time – 40 months

Language of study

English

Transitional arrangements for re-validated provision if applicable

None – new programme.

The following University Award Regulations apply to this programme (highlight the appropriate ones and delete the others)

General Regulations and Definitions
Regulations for Taught Masters Degrees
Language Admissions Policy

OFFICE USE ONLY	
Date of validation event:	
Date of approval by Academic Board:	8 th August 2022
Approved Validation Period:	Jan 23 – Jan 27
Transitional arrangements approved (if revalidation)	NA
Date and type of revision:	March 2023 – BUS7C4 Dissertation module replaced with BUS7B63 Research Project for cohorts from January 2023 onwards. June 2023 – AM2 correction - revert back to BUS7C4 Dissertation module before module commences. December 2023 – updated assessment element 2 for BUS7C2 with implementation from Jan 2024.

1 Criteria for admission to the programme

Standard entry criteria

Entry requirements are in accordance with the University's admissions policy, please click on the following link for more information. [Admissions policies](#)

International entry qualifications are outlined on the UK National Information Centre for global qualifications and skills (UK ENIC) as equivalent to the relevant UK entry qualification.

In addition to the academic entry requirements, all applicants whose first language is not English or Welsh must demonstrate English language proficiency.

European students are able to provide this evidence in a number of ways (please see [academic-entry-requirements](#) for details), including IELTS.

International students are required to provide an English Language Certificate which meets the requirements of the University (*please see [English-language-requirements](#) for details*).

Applicants will normally be expected to hold a good first honours degree (2:2 or above in any subject), or international equivalent. A non-graduate qualification, which the University deems to be of satisfactory standard for the purpose of post-graduate admission. Applicants may be a recent graduate, who has achieved their honours degree, and wishes to continue to post graduate studies to elevate their career opportunities. Where necessary, or as part of the University's policies and processes, applicants may be subject to additional selection criteria

International entry qualifications are outlined on the [National Academic Recognition and Information Centre](#) (NARIC) as equivalent to the relevant UK entry qualification.

In addition to the academic entry requirements, all applicants whose first language is not English or Welsh must demonstrate English language proficiency. International students require a UKVI Approved Secure English Language Test (SELT) (please see <http://www.glyndwr.ac.uk/en/Internationalstudents/EntryandEnglishLanguageRequirements/> for details).

2 Record of Prior (Experiential) learning

Applicants may enter the programme at various levels with Recognition of Prior Learning (RPL) or Recognition of Prior Experiential learning (RPEL) in accordance with the University General Regulations. Any programme specific restrictions are outlined below.

For RPL to be considered the subject matter must be sufficiently related to the themes within the MSc Management Suite's chosen subject pathway and learning outcomes to demonstrate alignment, and to complement the student's learning journey. In addition, the subject matter must be current within the business and management environment at the time of the RPL/ RPEL request. RPL will be considered up to a maximum of 120 credits in line with Glyndwr University Academic Regulations.

Students who are requesting RPL for modules already studied prior to enrolling on the MSc will be guided to complete the RPL form. RPL will be at the discretion of the Programme leader who will assess if the module/ credits identified for RPL are relevant and current within the context of the MSc Management Suite. Students may be asked to provide additional evidence to support their RPL request.

3 DBS Requirements

N/A

4 Suitability for Practice Procedure

N/A

5 Aims of the programme

The aim is to provide students with a comprehensive business and management programme at post graduate level for students seeking a management career within business, thereby preparing students for the next stage in their careers. Emphasis will be on specific theories, including international theory, ideas and practices within different disciplines, through a range of methods appropriate for their professional practice, valued by employers across all industry sectors. It is intended that students who successfully complete this programme will be able to:

- Demonstrate a systematic understanding of relevant knowledge about organisations, their external context and how they are managed from an international perspective (QAA 2015)
- Demonstrate theoretical application and international theory of contemporary subject knowledge of 21st century organisations and the context within which they operate to a range of complex situations, taking account of the interrelationships with other areas of business (QAA 2015).
- Demonstrate critical awareness of current issues in business and management which is informed by leading edge research and practice in the field, and effectively contribute to business decisions through collaboration, critical analysis and evaluation of the management of business and organisational practices and strategies (QAA 2015).
- Apply innovation, analytical and problem solving techniques to complex issues and decision-making processes within the student's chosen subject and the wider business context, considering how decisions are made, sound judgements and the impact across organisations and functions, demonstrating the ability to acquire and

analyse data and information, to synthesise a range of information in the context of new situations (QAA 2015).

- Develop an academic interest in wider, independent and self-directed study through the University's library and academic resources, to develop the student's higher level and critical thinking and generate lifelong interest in academic and practitioner learning and development with the University.
- Present critical analyses demonstrating sound knowledge of academic theory to practice, through a range of practical, and transferable set of employability skills, using real-life business scenarios and case studies, developing holistic views of business and management challenges across disciplines with proposed solutions.
- Demonstrate the academic skills and abilities required for successful engagement at Masters level and focus of relevant independent application of learning via Dissertation.
- Demonstrate the ability to take an international perspective including understanding the impact of globalisation on businesses, societies and the environment and the ethical implications (QAA 2015)
- Demonstrate the ability to conduct research into business and management issues that requires familiarity with a range of business data, research sources and appropriate methodologies, and for such to inform the overall learning process.
- Demonstrate the ability to operate effectively in a variety of team roles and take leadership roles, where appropriate and particularly in group research and assessments, and class activities. (QAA 2015).
- Demonstrate use of technology (such as media and digital) when completing class work and assessments (QAA 2015).
- Demonstrate adaptability to different situations and scenarios, think widely around subject areas and the impact decision-making will have on other business functions, and show originality, insight, and critical and reflective abilities which can all be brought to bear upon problem situations (QAA 2015).

6 Distinctive features of the programme

The MSc Management Suite will use a modular delivery pattern, which is a framework of six 20 credit modules within eight subject pathways followed by the completion of a Dissertation module.

The programme design enables the student to develop both an academic and practice profile, incorporating a variety of instances where they are able to critically analyse, evaluate and contribute to contemporary business situations and solutions; providing sound judgements and application of knowledge and understanding in a contemporary business world.

As well as the standard route, the programme has an Advanced Practice route, which incorporates the Advanced Practice module, and allows students to put their learning into practice via a work placement, which they need to complete, along with a portfolio.

The MSc Management Suite is well-suited to individuals wishing to transition from undergraduate to post graduate study, or who have a suitable lower level entry of work/management experience matched with a non-graduate but relevant qualification, but do not have a first degree, or a first degree in a business topic. These programmes provides the opportunity to study an internationally relevant level 7 business and management qualification.

There is a balance of established academic business Master's modules consisting of Strategy, Finance, Marketing and HRM, as well as their respective chosen pathways, drawing on a wide range of bodies of knowledge. By the time the students reach their Dissertation module, they will have developed a well-rounded and transferrable portfolio of skills and knowledge that can be applied successfully to present-day international business challenges and perspectives, all within a framework of effective and critical analysis and evaluation, application and reflective practice.

The inclusion of the eight pathways is particularly characteristic to Glyndwr University's North Wales Business School's (NWBS) Post Graduate programme structures. Research of other MSc Management programmes shows that many universities maintain two-three core MSc programmes, which can be somewhat inflexible, given the speed and agility in which organisations shape and change. The pathways presented are of particular interest to the international market, and demonstrate Glyndwr University's and The North Wales Business School's (NWBS) commitment to providing a range of post graduate study opportunities, both for home and incoming students, which affords them the breadth of knowledge needed as a graduate to successfully succeed in today's global skills and employment market.

In addition to the core modules, students will have the opportunity to take a 20 credit optional module within their pathway. The optional module instils wider flexibility for the students, and also gives them an opportunity to take greater autonomy, as it allows them the opportunity to make decisions for themselves around which optional module they feel would best suit their chosen career path.

The overarching teaching and learning strategy embedded in the programme ensures continuous achievement through the University's continually successful pedagogical structures and approaches. Unique to Wrexham Glyndwr University is the Active Learning Framework, which will be a key feature of teaching and learning within the programme, building in a level of flexible study. Combining this with NWBS business and simulation suite (face to face, collaborative group work feature – applicable to Plas Coch campus students only) will ensure students have accessible, technology enhanced learning at their fingertips, as well as face-to-face synchronous and asynchronous learning via VLE.

The inclusion of key teaching and learning technologies and pedagogies will ensure the successful facilitation of theory to practice in a business environment. It also ensures the threefold framework of skills, mind-set and knowledge are oriented towards the student's chosen pathway, and that particular body of knowledge throughout the duration of the taught elements of this programme suite. When progressing to the Dissertation route there would be a clear expectation for the student's research questions to focus on a topic that would benefit from research within their chosen pathway.

MSc International Business Management

This degree will have a solid focus on international business practice, and will provide students with an academic and practical insight into the challenges facing global economies, and macro and micro contexts within today's business world. A range of contemporary international business research and theory will underpin learning; to develop the ability to

acquire, develop and integrate international business theory and apply this to real world business cases and practices.

MSc International Business and Finance Management

this degree will have a strong international focus on theory and practice within global financial markets. Students will engage with and contribute their understanding to financial decision-making, and wider corporate governance issues and responsibilities, within the market sector. The teaching and learning strategy will focus on the development and understanding of financial knowledge, models, frameworks and techniques to management and financial challenges. It will meet the global challenges and strategic dimensions through the development of analytical, critical and reflective mind-set, when making strategic and operational decisions.

MSc International Marketing Management

This pathway offers traditional concepts and theories of marketing, along with a strong focus on global marketing services, and the significant developments within consumer trends and marketing tools. Grounded in international marketing theory, the programme's core modules ensuring a solid knowledge-base to build knowledge around global marketing practices.

MSc International HRM

This degree aims to form the foundations of people, skills markets and organisational practice and performance, examining the impact of current and future workplace trends, as well as the impact of wider and globally dynamic environmental drivers and challenges within this subject area. As with International Marketing, students will study the founding theories of IHRM, and their relevance and application within today's human resource delivery. They will study key themes within the world of HR, and examine their relevance and suitability within today's global economy.

MSc International Hospitality and Tourism Management

This degree aims to engage students via a scholarly and investigative approach to learning, from the recent complex challenges faced within the hospitality and tourism industry to digital and other innovative concepts, focussing on impactful solutions and developments. This pathway will expose students to the theoretical and practical relationship between tourism and hospitality and contemporary global challenges, focussing on key global topics and trends such as cultural and environmental sustainability within this industry.

MSc International Business and Data Analytics Management

This degree aims to respond to the evolving digital revolution within business, and management. This pathway will develop key employability skills, using data to communicate insightful and impactful business solutions to internal and external global challenges and problems. Focus will be on the use and translation of data driven and informed commercial and strategic decision-making in management. An MSc in this subject is particularly attractive globally as its focus underpins a wide variety of key and sought after employability skills within business industries.

MSc International Healthcare Services Management

This degree has been developed to support the growing market for global health services, and the management responses to the challenges within public healthcare services. There is a demand for leaders and managers within multi-complex operations.

MSc International Business and Supply Chain Management

This degree reflects another area of growing demand within business and particularly as an MSc, due to the high level of professional and practical transferrable skills and drive for project management and leadership capabilities within this subject area.

Advanced Practice option:

The Advanced Practice component will provide students with the opportunity to enhance personal and professional development so that they learn through work, learn for work and learn at work. In addition to practical and professional skills gained during their work placement, students will also be able to engage in the process of critical self-reflection and thereby build up more self-awareness, flexibility and resilience to better prepare themselves for the challenges at the workplace. Furthermore, twelve weeks of work experience will enable students to acquire work-related experience which will be a positive asset when entering the job market compared to graduates who have not undertaken any work placement as part of their degree.

Adopting this differentiation strategy throughout the duration of the programme provides flexibility for individual student aspirations and a clear distinction between the programme routes. Some of the important values which inform this programme are: self-awareness, independent and collaborative thinking, performance orientation, professional business behaviours and ethical considerations. Some of the most important intellectual skills developed in the programme are: strategic thinking, analysis and problem solving, use of information and insights, decision-making, communication and reflective practices. The most useful practical skills, techniques and capabilities developed are analysis and evaluation of data and scenarios, presentation of information, summarizing, questioning and probing, research skills, concluding and recommending.

The ways in which a student will learn will include face-to-face taught sessions, online synchronous and asynchronous learning where applicable, facilitated discussion (SCALE-Up), contributing a point of view and sustaining an argument, challenging, preparing material and presenting a topic to peers, independent study – reading and research, interpretation, completion of assessments and formative and summative feedback.

7 Credit Accumulation and exit awards

Master of Science standard route – 180 credits at level 7. For this award students must successfully complete 180 credits including a Dissertation (60 L7 credits) on a topic related to their subject area of study:

MSc International Business Management

MSc International Business and Finance Management

MSc International Hospitality and Tourism Management

MSc International Marketing Management

MSc International Health Services Management

MSc International Human Resource Management

MSc International Business and Data Analytics Management

MSc International Business and Supply Chain Management

Master of Science with Advanced Practice – 180 credits at level 7 with a further 60 credits upon completion of their advanced practice module and associated portfolio, totalling 240 credits. For this award students must successfully complete 240 credits including a Dissertation (60 L7 credits) on a topic related to their subject area of study:

MSc International Business Management with Advanced Practice

MSc International Business and Finance Management with Advanced Practice

MSc International Hospitality and Tourism Management with Advanced Practice
MSc International Marketing Management with Advanced Practice
MSc International Health Services Management with Advanced Practice
MSc International Human Resource Management with Advanced Practice
MSc International Business and Data Analytics Management with Advanced Practice
MSc International Business and Supply Chain Management with Advanced Practice

Postgraduate Diploma: 120 credits at level 7 This is awarded when a student has successfully completed 120 credits in the taught element but does not wish to progress or is unable to progress to the Dissertation stage.

PG Diploma International Business Management
PG Diploma International Business and Finance Management
PG Diploma International Hospitality and Tourism Management
PG Diploma International Marketing Management
PG Diploma International Health Services Management
PG Diploma International Human Resource Management
PG Diploma International Business and Data Analytics Management
PG Diploma International Business and Supply Chain Management

Postgraduate Diploma: 120 credits at level 7, plus a further 60 credits for completion of the Advanced Practice module and associated portfolio. This is awarded when a student has successfully completed 120 credits in the taught element and advanced practice but does not wish to progress or is unable to progress to the Dissertation stage.

PG Diploma International Business Management with Advanced Practice
PG Diploma International Business and Finance Management with Advanced Practice
PG Diploma International Hospitality and Tourism Management with Advanced Practice
PG Diploma International Marketing Management with Advanced Practice
PG Diploma International Health Services Management with Advanced Practice
PG Diploma International Human Resource Management with Advanced Practice
PG Diploma International Business and Data Analytics Management with Advanced Practice
PG Diploma International Business and Supply Chain Management with Advanced Practice

Postgraduate Certificate in Management: 60 credits at level 7 This award is not intended to be the initial principal aim of the student. It is essentially a fallback exit qualification granted when the student for whatever reason is not eligible for a Postgraduate Diploma or MSc and can be gained after successful completion of 60 credits from the programme.

PG Certificate in Management

8 Programme Structure Diagram, including delivery schedule

MSc Management Suite comprises of six taught 20 credit modules, plus a 60 credit Dissertation, totalling 180 credits. Any one module will therefore have students enrolled from a number of different cohorts.

MSc International Business Management: comprises of three core MSc modules plus three core subject pathway modules. This completes the taught element of six modules.

MSc International Hospitality and Tourism Management: comprises of three core MSc modules plus two core subject pathway modules and one option module. This completes the taught element of six modules.

MSc International Business and Finance Management: comprises of three core MSc modules plus two core subject pathway modules and one option module. This completes the taught element of six modules.

MSc International Marketing Management: comprises of three core MSc modules plus two core subject pathway modules and one option modules. This completes the taught element of six modules.

MSc International Health Services Management: comprises of three core MSc modules plus two core subject pathway modules and one option module. This completes the taught element of six modules.

MSc International Human Resource Management: comprises of three core MSc modules plus two core subject pathway modules and one option modules. This completes the taught element of six modules.

MSc International Business and Data Analytics Management: comprises of three core MSc modules plus two core subject pathway modules and one option module. This completes the taught element of six modules.

MSc International Business and Supply Chain Management: comprises of three core MSc modules plus two core subject pathway modules and one option module. This completes the taught element of six modules.

The Advanced Practice route: The above framework applies to all programmes on the Advanced Practice route with the addition of the 60-credit Advanced Practice Module undertaken after their taught modules but before their Dissertation modules.

If students on the AP route are not able to secure a placement by the end of their taught modules, they will be able to transfer to an alternative module, in order to complete their studies on this route (ADP702 Advanced Practice: Entrepreneurial Pathway).

Full-time delivery

The diagrams below show an example of the full time delivery schedule for the proposed MSc and MSc with Advanced Practice intake. Students will be required to complete a pre-masters where necessary ahead of any taught modules.

Example of delivery per intake

Intake	2022/23		2023/24			2024/25		
	Semester 2	Semester 3	Semester 1	Semester 2	Semester 3	Semester 1	Semester 2	Semester 3
Intake 1 –Jan	3 x core	Summer break	Option modules	Dissertation				
Intake 1 – AP Jan	3 x core	Summer break	Option modules	Work based learning	Dissertation			
Intake 2 – June		3 x core	Option modules	Dissertation				
Intake 2 – AP June		3 x core	Option Modules	Work based learning	Dissertation			
Intake 3 – Sem1			Option Modules	3 x core	Dissertation			
Intake 3 – AP Sem 1			Option Modules	3 x core	Work Based Learning	Dissertation		

Indicative Programme structure tables

MSc International Business Management

MSc International Business and Finance Management

MSc International Hospitality and Tourism Management

MSc International Marketing Management

MSc International Health Services Management

MSc International Human Resource Management

MSc International Business and Data Analytics Management

MSc International Business and Supply Chain Management

MSc International Business Management

Module Code	Module Title	Credit Value	Core/Option	Delivery (Jan and June example)	Delivery Sept intake example
BUS7C1	Corporate Strategy and International Management	20	Core	Semester 2	Semester 1
BUS7C2	Finance and Accounting for Business	20	Core	Semester 2	Semester 1
BUS7C3	International Organisational Branding	20	Core	Semester 2	Semester 1
BUS7C5	International Entrepreneurship	20	Core	Semester 1	Semester 2

Module Code	Module Title	Credit Value	Core/Option	Delivery (Jan and June example)	Delivery Sept intake example
BUS7C6	Globalisation and Contemporary Issues in International Business	20	Core	Semester 1	Semester 2
BUS7C7	International Business Principles and Practice	20	Core	Semester 1	Semester 2
BUS7C4	Dissertation	60	Core	Semester 2	Semester 3
		Total: 180 credits			

MSc International Business and Finance Management

Module Code	Module Title	Credit Value	Core/Option	Delivery (Jan and June example)	Delivery intake Sept example
BUS7C1	Corporate Strategy and International Management	20	Core	Semester 2	Semester 1
BUS7C2	Finance and Accounting for Business	20	Core	Semester 2	Semester 1
BUS7C3	International Organisational Branding	20	Core	Semester 2	Semester 1
	2 core specialist pathway modules:				
BUS7D1	Corporate Finance and Financial Management	20	Core	Semester 1	Semester 2
BUS7D2	International Financial markets and Banking	20	Core	Semester 1	Semester 2
	Choose one of the following 3 modules:				
BUS7C5	International Entrepreneurship	20	Option	Semester 1	Semester 2
BUS7C6	Globalisation and Contemporary Issues in International Business	20	Option	Semester 1	Semester 2
BUS7C7	International Business Principles and Practice	20	Option	Semester 1	Semester 2
	Dissertation stage				
BUS7C4	Dissertation	60	Core	Semester 2	Semester 3
		Total: 180 credits			

MSc International Hospitality and Tourism Management

Module Code	Module Title	Credit Value	Core/Option	Delivery (Jan and June example)	Delivery intake Sept example
BUS7C1	Corporate Strategy and International Management	20	Core	Semester 2	Semester 1

Module Code	Module Title	Credit Value	Core/Option	Delivery (Jan and June example)	Delivery intake Sept example
BUS7C2	Finance and Accounting for Business	20	Core	Semester 2	Semester 1
BUS7C3	International Organisational Branding	20	Core	Semester 2	Semester 1
	2 core specialist pathway modules:				
BUS7C8	Innovations in Hospitality Management	20	Core	Semester 1	Semester 2
BUS7C9	Global Visitor Economy	20	Core	Semester 1	Semester 2
	Choose one of the following 3 modules:				
BUS7C5	International Entrepreneurship	20	Option	Semester 1	Semester 2
BUS7C6	Globalisation and Contemporary Issues in International Business	20	Option	Semester 1	Semester 2
BUS7C7	International Business Principles and Practice	20	Option	Semester 1	Semester 2
	Dissertation stage				
BUS7C4	Dissertation	60	Core	Semester 2	Semester 3
		Total: 180 credits			

MSc International Marketing Management

Module Code	Module Title	Credit Value	Core/Option	Delivery (Jan and June example)	Delivery intake Sept example
BUS7C1	Corporate Strategy and International Management	20	Core	Semester 2	Semester 1
BUS7C2	Finance and Accounting for Business	20	Core	Semester 2	Semester 1
BUS7C3	International Organisational Branding	20	Core	Semester 2	Semester 1
	2 core specialist pathway modules:				
BUS7D3	International Marketing and Services Management	20	Core	Semester 1	Semester 2
BUS7D4	Global Marketing Communications and Branding	20	Core	Semester 1	Semester 2
	Choose one of the following 3 modules:				
BUS7C5	International Entrepreneurship	20	Option	Semester 1	Semester 2
BUS7C6	Globalisation and Contemporary Issues in International Business	20	Option	Semester 1	Semester 2
BUS7C7	International Business Principles and Practice	20	Option	Semester 1	Semester 2
	Dissertation stage				
BUS7C4	Dissertation	60	Core	Semester 2	Semester 3

Module Code	Module Title	Credit Value	Core/Option	Delivery (Jan and June example)	Delivery intake Sept example
		Total: 180 credits			

MSc International Health Services Management

Module Code	Module Title	Credit Value	Core/Option	Delivery (Jan and June example)	Delivery intake Sept example
BUS7C1	Corporate Strategy and International Management	20	Core	Semester 2	Semester 1
BUS7C2	Finance and Accounting for Business	20	Core	Semester 2	Semester 1
BUS7C3	International Organisational Branding	20	Core	Semester 2	Semester 1
	2 core specialist pathway modules:				
BUS7D5	Strategic Management in Health	20	Core	Semester 1	Semester 2
BUS7D6	Challenges and Ethics in Global Health Services	20	Core	Semester 1	Semester 2
	Choose one of the following 3 modules:				
BUS7C5	International Entrepreneurship	20	Option	Semester 1	Semester 2
BUS7C6	Globalisation and Contemporary Issues in International Business	20	Option	Semester 1	Semester 2
BUS7C7	International Business Principles and Practice	20	Option	Semester 1	Semester 2
	Dissertation stage				
BUS7C4	Dissertation	60	Core	Semester 2	Semester 3
		Total: 180 credits			

MSc International Human Resource Management

Module Code	Module Title	Credit Value	Core/Option	Delivery (Jan and June example)	Delivery intake Sept example
BUS7C1	Corporate Strategy and International Management	20	Core	Semester 2	Semester 1
BUS7C2	Finance and Accounting for Business	20	Core	Semester 2	Semester 1

Module Code	Module Title	Credit Value	Core/Option	Delivery (Jan and June example)	Delivery intake Sept example
BUS7C3	International Organisational Branding	20	Core	Semester 2	Semester 1
	2 core specialist pathway modules:				
BUS7D7	International HRM in Context	20	Core	Semester 1	Semester 2
BUS7D8	Global People and Organisation Management and Performance	20	Core	Semester 1	Semester 2
	Choose one of the following 3 modules:				
BUS7C5	International Entrepreneurship	20	Option	Semester 1	Semester 2
BUS7C6	Globalisation and Contemporary Issues in International Business	20	Option	Semester 1	Semester 2
BUS7C7	International Business Principles and Practice	20	Option	Semester 1	Semester 2
	Dissertation stage				
BUS7C4	Dissertation	60	Core	Semester 2	Semester 3
		Total: 180 credits			

MSc International Business and Data Analytics Management

Module Code	Module Title	Credit Value	Core/Option	Delivery (Jan and June example)	Delivery intake Sept example
BUS7C1	Corporate Strategy and International Management	20	Core	Semester 2	Semester 1
BUS7C2	Finance and Accounting for Business	20	Core	Semester 2	Semester 1
BUS7C3	International Organisational Branding	20	Core	Semester 2	Semester 1
	2 core specialist pathway modules:				
BUS7D9	Multivariate Data Analytics	20	Core	Semester 1	Semester 2
BUS7E1	Predictive Analytics and Machine Learning	20	Core	Semester 1	Semester 2
	Choose one of the following 3 modules:				
BUS7C5	International Entrepreneurship	20	Option	Semester 1	Semester 2
BUS7C6	Globalisation and Contemporary Issues in International Business	20	Option	Semester 1	Semester 2
BUS7C7	International Business Principles and Practice	20	Option	Semester 1	Semester 2
	Dissertation stage				
BUS7C4	Dissertation	60	Core	Semester 2	Semester 3
		Total: 180 credits			

MSc International Business and Supply Chain Management

Module Code	Module Title	Credit Value	Core/Option	Delivery (Jan and June example)	Delivery intake Sept example
BUS7C1	Corporate Strategy and International Management	20	Core	Semester 2	Semester 1
BUS7C2	Finance and Accounting for Business	20	Core	Semester 2	Semester 1
BUS7C3	International Organisational Branding	20	Core	Semester 2	Semester 1
	2 core specialist pathway modules:				
BUS7E2	International Operations and Supply Chain Management	20	Core	Semester 1	Semester 2
BUS7E3	Linear Programming and Time Series Prediction	20	Core	Semester 1	Semester 2
	Choose one of the following 3 modules:				
BUS7C5	International Entrepreneurship	20	Option	Semester 1	Semester 2
BUS7C6	Globalisation and Contemporary Issues in International Business	20	Option	Semester 1	Semester 2
BUS7C7	International Business Principles and Practice	20	Option	Semester 1	Semester 2
	Dissertation stage				
BUS7C4	Dissertation	60	Core	Semester 2	Semester 3
		Total: 180 credits			

Advanced Practice route.

In addition to the 180 credits students on the Advanced Practice route can take one of the following modules:

Module Code	Module Title	Credit Value	Core/Option	Delivery (i.e. semester 1,2)
ADP701	Advanced Practice	60	Core	Semester 2 or Semester 3
ADP702	Advanced Practice Entrepreneurial Pathway	60	Core	Semester 2 or Semester 3

9 Intended learning outcomes of the programme

Knowledge and Understanding

	Level 7
A1	Apply comprehensive knowledge, understanding and critical analysis to the programme subject, to ensure and effective solution of complex business problems.
A2	Demonstrate a critical appreciation of concepts, principles and theories related to business practice and application of theory to practice.
A3	Evaluate the contributions and interactions of knowledge and learning that contribute to successful international business management.
A4	Demonstrate evaluation and analysis of insights, communication and strategy to reach substantiated conclusions, and discuss limitations that require further analysis to encourage problem-solving and higher level thinking.
A5	Select appropriate management techniques that support effective and contemporary organisational principles within the context of businesses and organisations.
A6	Prepare critical insight into the application and development of business initiatives through the ever changing business environment, and challenge perspectives of current management practices and how they are conducted.
A7	Demonstrate effective methods of people, organisational, financial, operational, information, communications and brand management through a variety of factors and functions within the business environment.
A8	Challenge the concepts of business with innovative and collaborative knowledge and comprehensive understanding of global business interactions and their impact on business success.
A9	Demonstrate critical analysis of risk and unpredictable situations within global economies, and their impact on the global business environment.
A10	Consider the critical macro and micro impact on global organisations within a strategic and operational management framework.

Intellectual Skills

Level 7	
B1	Demonstrate a critical understanding of management within a global business context, including the analysis of models, theory and their application.
B2	Demonstrate a critical understanding and application of international business theory and the context within which management is conducted.
B3	Demonstrate a contextual understanding of the inter-relational functions within the international strategic and operational aspects of commercial drive within business and the business environment.
B4	Present insights and problem-solving techniques to existing and new challenges that face international business and management, taking into account relevant academic literature and other sources of information.
B5	Demonstrate reflective practice and a reflective mind-set to encourage growth of discussion, development of understanding, problem-solving and understanding.

Subject Skills

Level 7	
C1	Apply relevant communication channels, methods and tools throughout business and management situations, to seek collaborative and insights-focused information for decision-making across a range of complex management issues.
C2	Interpret management information systems and data metrics for management decision-making.
C3	Demonstrate ethical and corporate social responsibility across business functions.
C4	Demonstrate critical awareness of ethics and social responsibility within the management function.
C5	Design a subject appropriate research methodology which proposes suitable structure, an effective data collection approach, valid analytical methods, associated philosophy and any ethical issues that present in relation to the research question.

Level 7	
C6	Select and critically review relevant academic literature and other appropriate sources of information to solve complex and challenging business problems.
C7	Demonstrate self-learning through active and engaged participation in collaborative, research and other learning materials to ensure the best possible opportunities for analysing and resolving complex and wide-reaching business problems.

Practical, Professional and Employability Skills

Level 7	
D1	Demonstrate autonomy, commitment and engagement to learning, through management of self and performance.
D2	Apply independent learning, utilising a range of University resources and other methods and tools.
D3	Demonstrate continuous professional development through research, independent study, engagement with learning materials, activities and assessments.
D4	Present academic information that is to the best of the student's ability, which can be showcased to potential employers.
D5	Demonstrate knowledge and understanding of business operations and management of functions, that articulate knowledge and understanding of strategic and operational impact within business nationally and globally.
D6	Presentation of self within a business environment (AP route).

10 Learning and teaching strategy

The learning and teaching strategy is underpinned by the University's Strategy for Supporting Students Learning and Achievement (SSSLA), the QAA subject benchmark statement (Masters Degree in Business and Management, June 2015), The University's Active Learning Framework (ALF) and Advance HE Essential Frameworks for Enhancing Student Success: Transforming Assessment in Higher Education (2020)

The learning and teaching strategy for the programme has been developed with reference to relevant QAA subject benchmark statements, WGU's Strategy for Supporting Student Learning and Achievement (SSSLA), and the Active Learning Framework (ALF). The SSSLA sets out the intentions, ambitions, and implementation plan in relation to the University's approach to teaching, learning and the development of the academic portfolio. The strategy aims to ensure that our students achieve great outcomes as a result of engaging with opportunities that are built upon the two pillars of high challenge and high support, within a learning environment that celebrates research-informed, work-related and practice-based teaching and learning.

WGU's ALF outlines principles and pedagogies of an active learning experience, including learning that will be 'scaffolded' and well-paced, and for students to be required to be active during their study hours rather than simply during academic contact time. Learning must create a sense of belonging for students, and in particular for international students who travel a long way from home to study on this programme. Every opportunity will be taken to build a community of learning and inquiry that embraces the differences within the learner group and recognises the benefit that this brings to everyone's learning and teaching experience. The overall strategy has been designed to cater for the development of future business graduates from both home and incoming strands, ensuring students have opportunity to embrace, learn and achieve within an academic, business and industry focussed learning environment.

The learning and teaching strategy of the programmes is based on the acquisition of new or modified knowledge, behaviours, skills and values which lead to the empowerment of learners with the confidence to participate, critically and creatively, in the study of their subject area. This is supported by drawing on emergent business issues to enable students to experience, first hand, the subject material in a manner which is closely related to business and management practices. In order to achieve this an inclusive learning environment is the foundation to providing an enriched learning environment where the dignity and value of the individual contributes to the provision of an enriched learning environment, raising aspirations and supporting achievements. As post-graduate students, an awareness of contemporary business issues is also encouraged via reading business media on a regular basis as an additional strand to providing a broader and easily accessible route to further inclusivity. The strategy is further developed through the delivery of teaching which aims to be contemporary, relevant and inspirational leading to the co-production and enhancement of creative and transformational learning through a mix of formal and informal approaches. Academic theory will be presented to support application to practice. Drawing further on inclusivity, the lecture debates encourage student reflection. Furthermore, group discussion provides a forum where learning is encouraged by drawing on three sources, namely theoretical, experiential and example; resulting in co-production of learning, with the potential for synthesis, which is enhanced by considering the perspectives of others.

Support for the strategy is underpinned by the integrated use of technological developments to provide additional flexibility, variety and access to a wider range of resources and

materials. Advice, guidance and feedback from formative and summative assessment will be provided as a mechanism to acquire and develop learning skills and understand sound academic practice, using, wherever possible, the cross programme virtual learning environment. Guidance in the planning of independent study and plans for future work will underpin tutorial sessions to establish expectations and to support the active, independent learner who takes clear responsibility for their own learning, development and performance. Students will be encouraged to participate in extra curricula events when relevant guest speakers and specialists are invited to share best practice. Networking opportunities and collaborative openings provide periodic enhanced learning routes. Periodically guest speakers contribute to specific modular delivery, however this is entirely dependent upon availability and, should this distinctive opportunity arise, it takes place at relatively short notice during teaching weeks. Recorded material may also be used to replace live guest speakers and provide insights into business systems and practice.

Assessments will focus on the academic and practical development of the student in readiness for the world of work, and will build confidence, capability and knowledge through a range of assessments, designed to develop key learning and employability attributes. Assignments will be individual or group-based to allow for personal and collaborative development and growth. Assignments may be coursework based, written submissions or presentations. Underpinning Advance HE's Essential frameworks for enhancing student success: Transforming Assessment in Higher Education, this programme lends itself particularly well to a more flexible assessment approach, as its aim is to develop learning and skills to prepare the PG student both academically and practically for work. There will be opportunities within the assessment strategy to enable peer learning, which will support a more coherent understanding of the overall subject.

Using the above strategies and frameworks, knowledge and understanding will be developed through lectures, textbooks and journal articles to support independent study and will contribute to assessment by building on knowledge and understanding through the use of SCALE-UP or 'flipped classroom' approach via synchronous sessions, to maximise student interaction and tutor-led facilitation. Student will attend face-to-face sessions where they will discuss key topics, themes and issues within the world of business, which will also provide them with opportunities for peer collaboration.

The practice of learning within the subject area will be through structured classroom and VLE activities, as well as the facilitation of learning areas, such as the moot room and the simulation suite. This will also support the development of intellectual skills.

Modules will be delivered on a weekly basis in a classroom setting, or where appropriate or necessary via a Virtual Learning Platform, ensuring a mix of synchronous and asynchronous learning and teaching. This delivery will take up approximately 20 hours per 20 credit module, and students will be made aware of delivery via their timetable. Software for lecture capture and other audio/video/technology enhanced learning will be made available via the VLE.

There will be an expectation for students to attend the synchronous lectures of all taught modules, and commit to the independent study required, as well as actively engage with VLE, particularly where lectures are structured to include opportunities for formative feedback. Asynchronous material will be accessible flexibly, so that the student can access this at time which suits that aspect of their learning journey. Any lecture recordings will be made available to students via the VLE.

Attendance and engagement will be monitored by the module leaders, and students who are showing signs of disengagement will be contacted and supported accordingly.

Learning and teaching undergoes a change in style at the Dissertation stage. Individual specialist supervision is provided to support the student through the individual chapters which make up the submission and work within the confines of the research design and question. In accordance with sound educational research and current best practice, the programme will be delivered and assessed through a broad range of methods, reflecting the distinctive features of the programme, providing learning opportunities in a supportive environment to ensure knowledge transfer is affected. Regular communication will be scheduled in the form of programme meetings to share best practice and engaged in reflective practice from an individual perspective and contribute views.

Formal work based learning opportunities arise as part of the Advanced Practice route. This programme will support the development of work and subject skills to allow for transfer to work based learning.

Some modules will have a portfolio or project assessment whereby students undertake a set of progressive tasks that are used to build up the final portfolio assessment. Formative class feedback will be provided throughout this assessment, culminating in the developing of higher order thinking skills. Some tasks may include quizzes, presentations, log books, interviews to name a few.

A case study may also be an appropriate method of assessment allowing students to develop their investigative, creative and problem solving skills. This can take the focus of an interactive assessment to develop critical opinions and thoughts.

Feedback to students

Formative assessment is essential to learning in its aim is to give appropriate and timely feedback to students on their learning, and to help them to improve their future work.

Feedback, both formal and informal is given to students throughout the programme. Feedback may be progressive, specific, verbal, given during lectures or tutorials and is presented as part of continuous development.

11 The Wrexham Glyndwr Graduate

At Glyndŵr University we aim to help students develop and enhance key employability skills and capabilities during their study. There are three key areas with different attributes, attitudes and skillsets and the aim is to help students have the opportunity to enhance and develop skills such as resilience, adaptability, confidence, team working, emotional intelligence and communication, creativity and acting ethically and sustainably. Programmes are designed to enable students to develop and enhance these skills via module content, module learning outcomes and assessment opportunities. Each module will help provide different opportunities for developing and enhancing these capabilities, referred to as the Glyndŵr Graduate Framework.

The Careers team are available to provide information, advice and guidance and access to resources for potential students, current students and graduates. WGUConnect provides students with access to an online directory of vacancies.

The Careers team can support students with employability and interview skills such as use of the STAR (Situation, Task, Action, Result) technique that many recruiters use to gather relevant information about a specific capability that the job requires.

12 Work based/placement learning statement

Programmes with the Advanced Practice route offer substantive work-based learning via the advanced practice module. Advanced practice module is worth 60 academic credits and takes place after the completion of taught module and before the Dissertation semester.

The placement will normally be carried out over a period of twelve weeks and the student is expected to complete 240 hours in total. While advice can be sought from the Work-related Learning Unit (WRLU) during the process, students are ultimately responsible for securing a placement using the protocol described in the Advanced Practice module handbook. If students fail to secure a placement, they will be transferred to ADP702 (subject to validation). Tier 4 visas for international students will be reviewed by the international team. Students on Advanced Practice route are required to submit a Placement Proposal and a Placement Specification form to the WRLU before the placement can be approved. The Placement Specification should be signed by WRLU, Placement Provider and student. Placement hours are to be recorded by students in a log and signed off by a manager at their workplace at the end of the placement. Any cause of concerns, either from students or from placement providers shall be referred to the Work-related Learning Unit who will follow the procedures outlined in the Advanced Practice handbook for remedy actions.

13 Welsh medium provision

The programmes will be delivered through the medium of English. Students are entitled to submit assessments in the medium of Welsh.

14 Assessment strategy

The assessment strategy is underpinned by the University's SSSLA, the QAA subject benchmark statement (Masters Degree in Business Management, June 2015), ALF and Advance HE Essential Frameworks for Enhancing Student Success: Transforming Assessment in Higher Education (2020)

The assessment schedule of the programme considers the dual needs of assessment for learning and assessment of learning. The strategy is to provide a sequence and variety of assessment tasks to reflect the modular learning outcomes which contribute towards the achievement of the award.

Assessments are written in a manner which incorporates subject specific theory and content together with consideration of professional practice and educational scholarship based on current scenarios, where applicable.

Assessment details within each module specification are deliberately 'loose' to allow for flexibility for the module tutor to create assessments that align with current business issues, as well as enabling opportunities to bring in different elements of technology to test and assess the student in a more creative and innovate way, that will allow for greater achievement.

Each assessment pack includes the standard Masters level marking criteria as a foundation for consistency and provided clarity with regard to the subsequent academic judgements.

The Assessment Strategy is based on commentary provided with the UK Quality Code for Higher education that: Assessment and feedback practices are informed by reflection, consideration of professional practice, and subject-specific and educational scholarship to

develop assessment activities which are closely connected with real-world situations or tasks. Criteria for assessment marking are included with each assessment document to clearly articulate and promote consistency at each level and a shared understanding of the basis on which academic judgements are made.

A variety of assessment styles and tasks will be utilised throughout the programme to incorporate a range of learning styles and business problems requiring elements of analysis, diagnosis and the presentation of a solution. This strategy will also help students to develop their key employability skills. Feedback provision will be in accordance with current policies and practices in place throughout the Institution to support ongoing progression and development, this may be in electronic format. Up to date details are provided in the annual Programme Handbook.

All assessments are subject to inclusion in current quality practices which include second marking of a satisfactory sample and external examiner scrutiny. The following pages contain details of assessment types and indicative submission dates.

There will be a mix of assessments on the programme to ensure the learning outcomes are tested appropriately and allow students every opportunity to evidence their learning and achievement. Assessment briefs are made available in the Module Handbook at the start of every semester, and students are debriefed on their assessments at the beginning and throughout the module, so students have a clear understanding of what is required, as well as an opportunity to ask any questions. Lecture learning outcomes are identified at the start of every lecture so the student can see where and how their learning aligns to the assessment and assessment requirements.

Assessment methods will be appropriate to the module and learning outcomes being assessed. Some Finance related modules require examinations as a means of testing the learning outcomes. For example, where modules are open to creativity (i.e. International Entrepreneurship) assessment can be developed to allow for creativity and innovation through a project or portfolio. Similarly, other business topics lend themselves better to investigations, presentations or practical assessments. Reflection and reflective practice is also important within assessment as it allows for students to reflect on achievements and where different approaches take be taken and different decisions and thought processes can be made. The learning journey to assessment will focus on the learning impact, through academic and business focussed learning materials, understanding and application of learning outcomes, classroom facilitation, group work, group studies, independent research, guided and structure learning, discussion, peer interaction and putting learning into practice through debates, case studies, projects portfolios and formative feedback, either in the classroom, tutorials, or via VLE, up to the point of submission deadline.

Module code & title	Assessment type and weighting	Indicative submission date
BUS7C1 Corporate Strategy and International Management	Portfolio 100%	Sem 2
BUS7C2 Finance and Accounting for Business	Written Assessment 50% Written Assessment 50%	Sem 2
BUS7C3 International Organisational Branding	Portfolio 100%	Sem 2

Module code & title	Assessment type and weighting	Indicative submission date
BUS7C5 International Entrepreneurship	Group Project 100%	Sem 3
BUS7C6 Globalisation and Contemporary Issues in International Business	Portfolio 100%	Sem 3
BUS7C7 International Business Principles and Practice	Portfolio 100%	Sem 3
BUS7C8 Innovations in Hospitality Management	Written Assessment 60% Practical 40%	Sem 3
BUS7C9 Global Visitor Economy	Written Assessment 70% Presentation 30%	Sem 3
BUS7D1 Corporate Finance and Financial Management	Examination 50% Written Assignment 50%	Sem 3
BUS7D2 International Financial markets and Banking	Written Assessment 40% Written Assessment 60%	Sem 3
BUS7D3 International Marketing and Services Management	Presentation 50% Written Assessment 50%	Sem 3
BUS7D4 Global Marketing Communications and Branding	Portfolio 100%	Sem 3
BUS7D5 Strategic Management in Health	Group project 100%	Sem 3
BUS7D6 Challenges and Ethics in Global Health Services	Portfolio 100%	Sem 3
BUS7D7 International HRM in Context	Written assignment 70% Presentation 30%	Sem 3
BUS7D8 Global People and Organisation Management and Performance	Group Project 100%	Sem 3
BUS7D9 Multivariate Data Analytics	Written Assessment 30% Written Assessment 70%	Sem 3
BUS7E1 Predictive Analytics and Machine Learning	Presentation 30% Coursework 70%	Sem 3
BUS7E2	Written Assessment 30%	Sem 3

Module code & title	Assessment type and weighting	Indicative submission date
International Operations and Supply Chain Management	Coursework 70%	
BUS7E3 Linear Programming and Time Series Prediction	Written Assessment 30% Coursework 70%	Sem 2
BUS7C4 Dissertation	Dissertation 100%	Sem 1
ADP701 Advanced Practice	Report – P/F Report – P/F Portfolio – P/F	Sem 1
ADP702 Advanced Practice: Entrepreneurial Pathway	Written assignment P/F Presentation P/F Portfolio P/F	Sem 1

15 Assessment and award regulations

Derogations

NA

Non Credit Bearing assessment

Pre-masters study (undertaken before commencement of any taught modules) for international students

Borderline Classifications (Undergraduate programmes)

Ordinary Degrees

Restrictions for trailing modules (Taught Masters)

All taught modules must have been attended and attempted before students can start the research modules.

Prerequisites for processing to MRes research component

NA

15 Accreditation

NA

16 Quality Management

All provision is expected to comply with the University processes for quality assurance, the QAA Quality Code and any specific PSRB requirements to ensure the quality of the learning and teaching on the programme. The University uses the following mechanisms to help evaluate, enhance and review programmes delivery;

Student Evaluation of Module Questionnaire
 Student Voice Forum
 Individual student feedback
 Student representatives

Annual Monitoring reports
Periodic review and re-validation process
External Examiner reports
PSRB requirements and accreditation activities
National Student Survey (NSS)

17 Support for Students

The University has a range of departments that offer support for students such as:

- Library & IT Resources
- Inclusion Services
- Careers Service
- Chaplaincy
- Counselling & Wellbeing
- Student Funding and Welfare
- Student Administration

Please access the Glyndŵr website at www.glyndwr.ac.uk to find out more about the Departments.

Glyndŵr Student Union offers support for students, please access their website at to find out more. <https://www.wrexhamglyndwrsu.org.uk/>

All students at Wrexham Glyndŵr University are allocated a Personal Tutor whose main responsibility is to act as the first point of contact for their personal students and to provide pastoral and academic support throughout their studies at the University.

18 Equality and Diversity

Glyndŵr University is committed to providing access to all students and promotes equal opportunities in compliance with the Equality Act 2010 legislation. This programme complies fully with the University's Equality and Diversity Policy, ensuring that everyone who has the potential to achieve in higher education is given the chance to do so. Please click on the following link for more information about [equality and diversity](#)

